<u>Amendment to the Claims</u>:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (currently amended) A method of providing lifestyle specific information over a global computer network, said method comprising the steps of:

storing one or more data searching programs and a plurality of modules in providing a remote computer having a memory of a computer, wherein the memory has stored therein one or more data searching programs and a plurality of modules, each module comprising a plurality of data structures, wherein the data structures comprise data, and wherein the data of each of said plurality of data structures of each of said modules is directed to the specific <u>interests</u> needs of one known <u>a first</u> population demographicgroup, <u>such that a first module provides data for a first population group of first characteristics and interests, and said second module provides data for a second population group of second characteristics and interests different than said first population group</u>;

providing<u>using the computer to display</u> a graphical user interface in communication with the remote . computer, <u>wherein</u> said graphical user interface includes controls which enabling a user to<u>search</u> each of the modules for desired

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information based on an entered search term;

receiving, using the ~~remote~~ computer, a request from a member of one of the population ~~demographic~~ groups;

using an indication of said one population group to select at least one of said plurality of modules associated with said one population group;

using the request to search the contents of one of the plurality of modules for information of interest that are based on both said request and said indication ~~to said member:~~, said information of interest returning

~~searching, using the one or more data searching programs, one or more data structures of said module for data representative of the desired information;~~

~~finding, using the one or more data searching programs,~~ data representative of the desired information based on both the entered search term and also on said module selected by said population group; and

transmitting, using a computer, said data to the requesting member.

2. (original) The method of claim 1, wherein a first one of said plurality of modules comprises information relating to world travel.

3. (original) The method of claim 2, wherein a first data structure of said first module includes data comprising flight schedules.

4. (original) The method of claim 3, wherein a second data structure of said module comprises data about travel tours.

5. (original) The method of claim 2, wherein a second one of said plurality of modules comprises multi-media presentations.

6. (original) The method of claim 5, wherein a first data structure of said second module comprises streamable video data.

7. (original) The method claim 6, wherein a second data structure of said second module comprises audio data.

8. (Currently amended) The method of claim 1, wherein the population demographic group is determined by a known and specific lifestyle that represents an interest that is shared by a group of different people.

9. (original) The method of claim 8, wherein the lifestyle is characterized by an interest in sports.

10-25 (cancelled)

26. (New) The method as in claim 1, wherein a first of said modules is for products for said first group, a second of said modules is for services for the first group, a third of said modules provides information for said the first group;

and wherein a fourth of said modules is for products for said second group, a fifth of said modules is for services for the second group, and a sixth of said modules provides information for said the second group.

27. (New) A method as in claim 26, wherein said searching comprises determining a first interests of a first member, and returning information only from modules which match the first interests of the member that also match to said search.

28. (New) A method as in claim 27, further comprising determining a second interests of a second member, said second interests being different from said first interests, for the same search, and returning information only from modules which specify said second interests .

29. (New) A method as in claim 26, wherein said searching comprises

determining a first interests of the member, and returning information only from modules which match that interests of the member that also match to said search.

30. (New) A method as in claim 1, wherein said searching comprises determining a first interests of the member, and returning information only from modules which match that interests of the member that also match to said search.

31. (New). A method as in claim 30, further comprising determining a second interests of a second member, said second interests being different from said first interests, for the same search, and returning information only from modules which specify said second interests.

32. (New) A method as in claim 1, further comprising determining the interests, and representing said interests by a unique identifier of lifestyle associated with the interests, and using said identifier as part of said searching to return only information indicative of said interests.

33. (New) A method of providing lifestyle specific search results over a computer network, said method comprising the steps of:

storing a plurality of data sets in a memory of a computer , including a first

data set having data directed to specific interests of a first population group who has a first set of interests, and a second module having data related to a second population group who has a second set of interests different than said first population group;

automatically determining information about a user, and characterizing interests of said user based on said information into one of said first set of interests or said second set of interests;

based on said characterized interests, selecting said first of said plurality of data sets associated with said first set of interests when said automatically determining determines said first set of interests, and selecting said second of said plurality of data sets associated with said second set of interests when said automatically determining determines said second set of interests;

using the computer to display a graphical user interface which allows a user to enter a search term;

using the search term to search the contents of said one of the plurality of data sets that was determined automatically, to return information of interest returning data representative of the desired information based on both the entered search term and also on said data sets selected by said characterized interest; and

transmitting, using a computer, said data to the user.